

## **CLAIMS**

Please amend the claims as follows and cancel claims 1, 7-13, 15-16, 18, 20-21, 23-30, 35-45, 48, 50, 52 and 54 without prejudice.

Claim 1 (Canceled)

2. (Currently amended) ~~The method of claim 1,~~A method for receiving promotional messages comprising:

capturing an image of a message carrier on a display screen;

processing the image to acquire a message code from the message carrier

wherein processing the image comprises:

reading intensity values for pixels forming the image;

locating the message carrier by analyzing the intensity values;

locating the message code within the message carrier; and

reading intensity values for pixels forming the message code to acquire the message code;

transmitting the message code to a remote system; and

receiving a promotional message based on the transmitted message code.

3. (Original) The method of claim 1, wherein processing the image comprises:

transmitting the image to a second remote system;

reading intensity values for pixels forming the image at the second remote system;

locating the message carrier by analyzing the intensity values at the second remote system;

locating the message code within the message carrier at the second remote system;

reading intensity values for pixels forming the message code to acquire the message code at the second remote system; and

receiving the message code from the second remote system.

4. (Original) The method of claim 2, wherein the intensity values are read by scanning substantially vertical columns of pixels forming the image.

5. (Original) The method of claim 4, wherein locating the message carrier comprises analyzing the scanned vertical columns of pixels to identify one or more transitions between dark-colored regions and light-colored regions.

6. (Original) The method of claim 4, wherein locating the message carrier comprises analyzing the scanned vertical columns of pixels to identify a dark-colored border.

Claims 7-13 (Canceled)

14. (Currently amended) ~~The method of claim 13, further comprising~~ A method for receiving promotional messages comprising:

capturing an image of a message carrier on a display screen wherein the message carrier comprises an identifying border, a message code and one or more transitions between dark-colored regions and light-colored regions;

processing the image to acquire a message code from the message carrier;

transmitting a message code to a remote system; and

receiving a promotional message based on the transmitted message code.

Claims 15-16 (Canceled)

17. (Currently amended) ~~The method of claim 15;~~ A method for receiving promotional messages comprising:

capturing an image of a message carrier on a display screen wherein the message carrier comprises an identifying border and a message code;

processing the image to acquire the message code from the message carrier wherein the message code is formed using a plurality of blocks that form a checkerboard-like design;

transmitting a message code to a remote system; and

receiving a promotional message based on the transmitted message code.

Claim 18 (Canceled)

19. (Currently amended) ~~The method of claim 13;~~ A method for receiving promotional messages comprising:

capturing an image of a message carrier on a display screen wherein the message carrier comprises an identifying border and a message code, and wherein the identifying border is over-sized to increase the probability that a column of pixels will pass through the entire border;

processing the image to acquire a message code from the message carrier;

transmitting a message code to a remote system; and

receiving a promotional message based on the transmitted message code.

Claims 20-21 (Canceled)

22. (Currently amended) ~~The method of claim 21,~~A method for pushing promotional messages to users comprising:

displaying a message carrier on a display screen wherein the message carrier further comprises, an identifying border, a message code and one or more transitions between dark-colored regions and light-colored regions;

receiving the message code from a user, wherein the message code was acquired from the message carrier; and

pushing a promotional message to the user based on the received message code.

Claims 23-30 (Canceled)

31. (Currently amended) ~~The apparatus of claim 30,~~An apparatus for receiving promotional messages comprising:

a display;

a digital image capturing device;

a wireless communication system;

a processor;

a memory; and

a client application, physically stored in the memory, for receiving promotional messages, comprising instructions operable to cause the processor and the wireless communication system to:

capture an image of a message carrier using the digital image capturing device;  
process the image to acquire a message code from the message carrier wherein  
the instructions to process the image further comprise instructions operable to cause  
the processor to:

- read intensity values for pixels forming the image;
- locate the message carrier by analyzing the intensity values;
- locate the message code within the message carrier; and
- read intensity values for pixels forming the message code to acquire the  
message code;

transmit the message code to a remote system using the wireless  
communication system; and  
receive a promotional message using the wireless communication system based  
on the transmitted message code.

32. (Original) The apparatus of claim 31, wherein the intensity values are read by scanning substantially vertical columns of pixels forming the image.

33. (Original) The apparatus of claim 32, wherein the instructions to locate the message carrier comprise instructions operable to cause the processor and the wireless communication system to analyze the scanned vertical columns of pixels to identify one or more transitions between dark-colored regions and light-colored regions.

34. (Original) The apparatus of claim 32, wherein the instructions to locate the message carrier comprise instructions operable to cause the processor and the wireless communication system to analyze the scanned vertical columns of pixels to identify a dark-colored border.

Claims 35-45 (Canceled)

46. (Currently amended) ~~The apparatus of claim 40,~~An apparatus for receiving promotional messages comprising:

a display;

a digital image capturing device;

a wireless communication system;

a processor;

a memory; and

a client application, physically stored in the memory, for receiving promotional messages, comprising instructions operable to cause the processor and the wireless communication system to:

capture an image of a message carrier using the digital image capturing device wherein the message carrier comprises an identifying border and the message code, and wherein the identifying border comprises a dark-colored border around at least a portion of the message code;

process the image to acquire a message code from the message carrier;

transmit the message code to a remote system using the wireless communication system; and

receive a promotional message using the wireless communication system based on the transmitted message code.

47. (Currently amended) ~~The apparatus of claim 40,~~An apparatus for receiving promotional messages comprising:

a display;  
a digital image capturing device;  
a wireless communication system;  
a processor;  
a memory; and  
a client application, physically stored in the memory, for receiving promotional messages, comprising instructions operable to cause the processor and the wireless communication system to:  
capture an image of a message carrier using the digital image capturing device wherein the message carrier comprises an identifying border and the message code, and one or more transitions between dark-colored regions and light-colored regions;  
process the image to acquire a message code from the message carrier;  
transmit the message code to a remote system using the wireless communication system; and  
receive a promotional message using the wireless communication system based on the transmitted message code.

Claim 48 (Canceled)

49. (Currently amended) ~~The apparatus of claim 48,~~An apparatus for receiving promotional messages comprising:

a display;  
a digital image capturing device;  
a wireless communication system;

a processor;

a memory; and

a client application, physically stored in the memory, for receiving promotional messages, comprising instructions operable to cause the processor and the wireless communication system to:

capture an image of a message carrier using the digital image capturing device;

transmit the image to an image processing system using the wireless communication system wherein the image processing system is configured to:

receive the image;

read intensity values for pixels forming the image;

locate the message carrier by analyzing the intensity values;

locate ~~[[the]]~~ a message code within the message carrier;

read intensity values for pixels forming the message code to  
acquire the message code; and

transmit the message code;

receive the message code from the image processing system based on the transmitted image;

transmit the message code to a promotional message system using the wireless communication system; and

receive a promotional message from the promotional message system based on the transmitted message code.

Claim 50 (Canveled)



51. (Currently amended) ~~The apparatus of claim 50,~~An apparatus for receiving promotional messages comprising:

a display;

a digital image capturing device;

a wireless communication system;

a processor;

a memory; and

a client application, physically stored in the memory, for receiving promotional messages, comprising instructions operable to cause the processor and the wireless communication system to:

capture an image of a message carrier using the digital image capturing device;

transmit the image to a remote system using the wireless communication system  
wherein the remote system is configured to:

receive the image;

read intensity values for pixels forming the image;

locate the message carrier by analyzing the intensity values;

locate ~~[[the]]~~a message code within the message carrier;

read intensity values for pixels forming the message code to acquire the message code; and

transmit a promotional message based on the message code; and

receive a promotional message from the remote system based on the transmitted image.

Claim 52 (Canceled)

53. (Currently amended) ~~The computer program product of claim 52,~~ A computer program product, physically stored on a machine-readable medium, for receiving promotional messages, comprising instructions operable to cause a programmable processor to:

capture an image of a message carrier using the digital image capturing device;

process the image to acquire a message code from the message carrier wherein  
the instructions to process the image further comprise instructions operable to cause a programmable processor to:

read intensity values for pixels forming the image;

locate the message carrier by analyzing the intensity values;

locate the message code within the message carrier; and

read intensity values for pixels forming the message code to acquire the message code;

transmit the message code to a remote system using the wireless communication system; and

receive a promotional message using the wireless communication system based on the transmitted message code.

Claim 54 (Canceled)

55. (Currently amended) ~~The data processing system of claim 54,~~ A data processing system comprising:

means for capturing an image of a message carrier on a display screen;

means for processing the image to acquire a message code from the message carrier wherein the means for processing the image further comprise:

means for reading intensity values for pixels forming the image;

means for locating the message carrier by analyzing the intensity values;

means for locating the message code within the message carrier; and

means for reading intensity values for pixels forming the message code to acquire the message code;

means for transmitting the message code to a remote system; and

means for receiving a promotional message based on the transmitted message code.